

Research Article

Exploration of Halal Lifestyle Principles in Cikole Village Community, Lembang District

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Abstract.

This research investigates the significance of adopting a halal lifestyle in Cikole Village, situated within the disaster-prone region of West Bandung Regency. This research method is a qualitative approach with descriptive analysis method. Data collection was executed through focused group discussions, elucidating the perspectives and experiences of the local community. The findings of this study underscore the multifaceted nature of the halal lifestyle, revealing it as not merely a dietary restriction but a comprehensive knowledge system encompassing various aspects of daily life. In Cikole Village, the halal lifestyle has evolved beyond religious adherence to encompass broader ethical, environmental, and sustainable practices, thus laying the foundation for effective disaster management. By infusing the principles of halal living into their daily routines, the community has cultivated attitudes and behaviors conducive to disaster mitigation. In conclusion, this research underscores the pivotal role of a halal lifestyle as a proactive and holistic approach in disaster resilience, as it not only reflects religious observance but also shapes a value system that drives sustainable and resilient communities.

Keywords: Cikole-Village, community, halal lifestyle

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1. INTRODUCTION

Environmental planning is a holistic approach aimed at harmonizing human activities with the natural world, prioritizing both the preservation of precious natural resources and the mitigation of potential disasters. By strategically managing land use, water resources, and ecosystems, environmental planners work to safeguard our planet's invaluable biodiversity, clean air, and clean water for future generations [1]. This process involves assessing vulnerabilities to disasters such as floods, hurricanes, and wildfires and implementing measures that enhance resilience, such as establishing green buffers and designing sustainable infrastructure [2]. Through the integration of these two crucial

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aspects—natural resources preservation and disaster mitigation—environmental planning emerges as a pivotal tool in fostering sustainable development and ensuring the long-term health and vitality of our environment [3].

Sustainable development and disaster mitigation are intricately interconnected, forming a symbiotic relationship crucial for building resilient and thriving communities [4]. By adopting sustainable development practices, such as responsible resource management, infrastructure resilience, and community empowerment, societies can reduce their vulnerability to disasters [5]. Simultaneously, disaster mitigation strategies, such as early warning systems, improved urban planning, and ecosystem restoration, contribute to the longevity of sustainable development efforts by safeguarding progress from sudden setbacks [6]. This synergy between sustainable development and disaster mitigation underscores the importance of a holistic approach that not only ensures the well-being of present generations but also safeguards the potential for prosperous and secure futures.

Disaster mitigation is an action at the pre-disaster stage whose aim is to minimize the impact caused by the disaster. Disaster mitigation includes planning and implementing actions to reduce the impact of a disaster that is carried out before the disaster occurs, including preparedness and long-term risk reduction actions [7]. Through physical improvement, disaster awareness, and capacity building, efforts can be made to lower the risk of disasters [8]. By investing in resilient infrastructure, reinforcing vulnerable structures, and implementing sustainable land use practices, communities can enhance their ability to withstand the impacts of various hazards [9]. Concurrently, raising awareness about potential threats and promoting education on disaster preparedness empowers individuals to make informed decisions and take proactive measures, reducing the potential for loss of life and property [10]. Moreover, capacity building initiatives aimed at training local authorities, first responders, and community members equip them with the skills and knowledge needed to respond effectively in times of crisis, fostering a more resilient and adaptive society overall.

Cikole Village, located in the Lembang District of West Bandung Regency, is vulnerable to natural disasters [11]. Areas that are threatened by the impact of disasters due to shifts in the Lembang Fault and the Tangkuban Perahu volcanic eruption [12]. For this reason, disaster mitigation efforts are needed that lead to a long-term process [13]. The study's findings indicate that social conflict is an inevitable consequence of natural disasters [14]. These anomalies exacerbate poverty rates and contribute to social inequality [15]. The main effect of natural disasters, according to Xu et al. [16], is

social instability, which will result in conflict, bloodshed, and even war. Sudden changes caused by natural disasters exacerbate individual problems every day [17]. Conflicts that arise after a disaster are allegedly sparked by a change in human behaviour that results in anti-social behaviour [18]. It is vital to carry out a halal living style study in Cikole Village in order to foresee all of this. In the initial stages, it's important to investigate the halal principles that the Cikole Village Community is aware of.

There has been a lot of halal research, although it primarily focuses on halal management for the supply chain. Examples include: (1) Risk assessment of the management of Halal supply chain using the fuzzy BWM method [19], 2. Operation Risk Mitigation On Halal Meat Supply Chain Management [20], 3. Supply risk management: A case study of halal Food industry in Malaysia [21]. Research on halal life style especially for disaster mitigation has not been studied much, thus the novelty of this research is on the demand or community side of halal itself. This paper will contribute to the gap in halal knowledge from a demand perspective, namely communities that are vulnerable to natural disasters. So far there has not been much exploration of demand knowledge about halal, especially halal lifestyle.

2. METHODS

Methods will include the study's setting, containing its scope, the data technique, including how the researcher collected the data, and the data analysis process. The following explanation can also be used to support it.

2.1. Study Context

The study was carried out in the area of Cikole Village in the Lembang District of Bandung. The locations of the villages are depicted in Figures 1 and 2 below. Lembang District's Cikole Village is located 4 kilometres from the district's capital and 22 kilometres north of Bandung City. The height reaches 1,200 meters above sea level. The Lembang Fault and Mount Tangkuban Perahu have the potential to create natural disasters, hence Cikole Village was chosen as the study area.

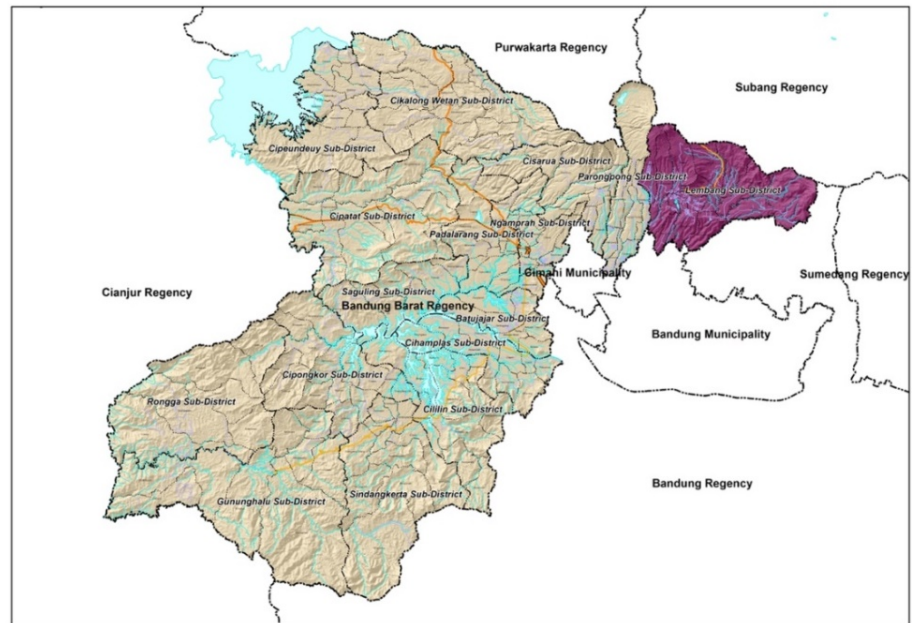


Figure 1: Position of Cikole Village within the scope of West Bandung Regency.

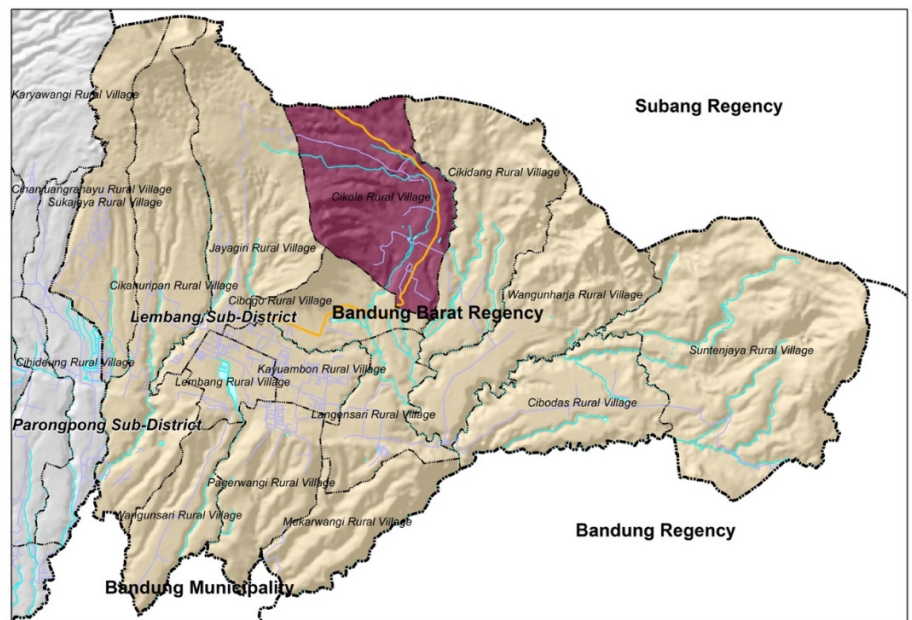


Figure 2: Position of Cikole Village within the scope of Lembang District.

2.2. Data Procedure

The following steps are used to complete the data collecting stages. Submission of an Application Letter to Conduct a Survey to the Cikole Village Head; Implementation of the Survey by gathering 20 community representatives at the Village Office; A brief

explanation through the presentation of the research objectives; Approach through in-depth questions in the form of intensive dialogue with all participants present regarding the topic of halal life style, which has been targeted, namely: 1. Halal Knowledge 2. Attention to Halal Lifestyle, and 3. Halal Lifestyle Associated with Disaster Mitigation; Each Target Dialog; Dialogue's Verdict; and A collection of audio and visual dialogue process records.

2.3. Data Analysis

Descriptive analysis is a fundamental statistical technique that involves summarizing and interpreting data to gain insights into its main features and characteristics. Descriptive analysis provides a comprehensive overview of the dataset's distribution, variability, and patterns. This approach helps researchers and analysts uncover trends, identify outliers, and highlight key attributes within the data, facilitating a clear and concise representation of its essential properties without making any inferences or predictions about the larger population. Descriptive analysis serves as a critical first step in understanding data before more advanced statistical methods are applied, aiding in effective decision-making, communication of findings, and the formulation of hypotheses for further investigation [22]. The information was gathered through the use of audio recordings from interviews, photographs of the community's expressions, and in-depth discussions on their knowledge, understanding, and behaviour in relation to halal. As a result, the conversation focuses on: 1. Familiarity with Halal 2. The emphasis on halal execution (halal lifestyle), and 3. Halal Lifestyle When a Disaster Occurs. It can be interpreted as follows when it comes to the items that turn into conversation starters and in-depth interview subjects: 1. Halal knowledge; 2. Halal lifestyle 3. Adopting a halal lifestyle to prevent disasters. Additionally, the analytical plan shown below can be seen:

3. RESULTS AND DISCUSSIONS

Based on the analysis which includes setting target topics for dialogue with the community, namely knowledge of halal, halal lifestyle and halal lifestyle for disaster mitigation, it can be explained in the following section.

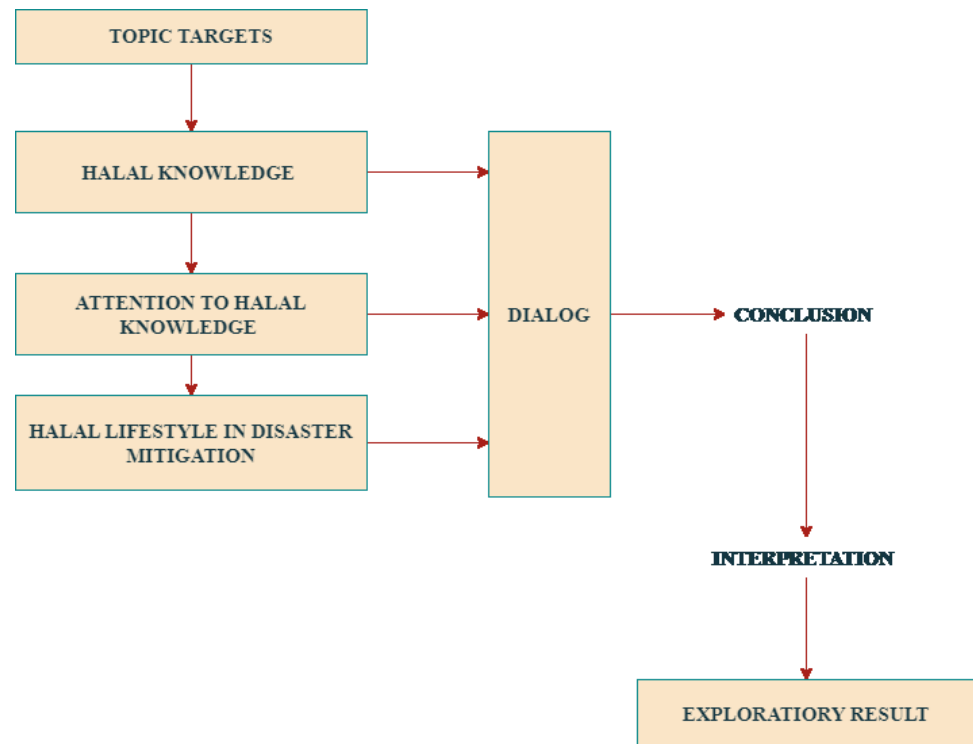


Figure 3: Analysis Framework.

3.1. Halal as Knowledge

Halal as knowledge plays a crucial role in bridging the relationship between personal intrinsic religiosity, country of origin, and a moderate consumer attitude [23]. Through halal certification, a form of validation of adherence to Islamic principles in the production process, halal goes beyond being a mere label; it becomes a moderation tool that influences consumer perceptions. Marketers can leverage the findings of this study to enhance awareness of product halalness, personal intrinsic religiosity, and knowledge about the country of origin, in order to more effectively sway Muslim consumers towards choosing imported products with halal certification.

The halal lifestyle is increasingly demonstrating significant development across various facets of life [24]. The demand for products with halal certification has influenced diverse sectors such as food, fashion, cosmetics, pharmaceuticals, consumer goods, education, and tourism. This reflects shifting consumer behaviour, where individuals are becoming more conscious of religious values in their consumption choices. With the presence of halal certification, Muslim consumers feel more confident and assured that these products align with the halal principles outlined in their faith.

Furthermore, awareness of halal extends its significant impact to businesses [25]. Knowledge, halal certification, and religiosity are key factors influencing business operators' awareness of halal. As the demand for halal products rises, business entities are compelled to understand and implement halal standards correctly. This not only affects consumer trust but also the image and reputation of the business itself. Thus, halal transcends being a mere label; it forms the foundation for a harmonious interaction between religion, business, and consumers.

In general, everyone in attendance is knowledgeable about halal, which is a vital consideration for them to make. Participant responses included the following details:

One participant responded to the same question by another participants, "I noticed this from printing a halal label on a food product." The discussion's findings revealed that every participant claimed to be knowledgeable about halal, particularly in relation to eating. Products that very recognize as being halal must be listed in food. Their understanding is underpinned by religious convictions that halal food consumption is required. The halal component of a food product thus causes great worry in the Cikole village community.

3.2. Halal for Lifestyle

Halal lifestyle is the main focus of this study, which aims to contribute to new theoretical knowledge by proposing measurement items to understand and assess the halal lifestyle [26]. The concept of the halal lifestyle goes beyond mere selection of food and beverages in accordance with halal principles; it encompasses all aspects of life that reflect religious and ethical values. This research also encourages the understanding of consumer literacy levels regarding the halal lifestyle concept. Through consumer self-evaluation, we can comprehend the extent to which consumers adopt and practice the halal lifestyle in their daily lives, including their choices of food, beverages, and other lifestyle patterns.

The urgency of halal literacy becomes increasingly evident in order to enhance awareness and knowledge, thereby intensifying the halal lifestyle movement [27]. This is not only relevant to the Muslim community but also signifies efforts to uphold the integrity of food and beverages while respecting religious beliefs in multicultural societies. In this context, consuming halal food is not just a primary need for Muslims; it is an expression of commitment to living in accordance with deeply cherished values [28]. Therefore, companies and business entities bear a significant responsibility in obtaining halal

certification to provide food that meets halal standards and responds to the demands of a more discerning consumer base attuned to halal aspects.

On the other hand, companies that attain halal certification also have opportunities to expand their market share by reaching consumers who are mindful of the halal lifestyle [29]. Thus, the aspect of halal compliance is not solely a religious obligation but also a savvy business strategy in addressing the growing consumer demand in society. To establish an environment conducive to the halal lifestyle, collaboration among governments, industries, and communities is crucial. In doing so, the halal lifestyle can be elevated on a broader scale, fostering better awareness and understanding of the significance of living life based on halal principles.

Halal lifestyle where it is not enough to have knowledge but must be carried out in daily habits to always consider halal aspects. In addition to referring to culinary goods, the term “halal” also refers to a wider range of concepts, including health and hygiene. The Halal Lifestyle does not develop on its own; rather, it demands consistent work to adapt to these Halal values.

The results demonstrate the wide variety of halal lifestyles. Halal lifestyle is understood as consuming, using, and using products that do not contravene their interpretation of Islamic religious beliefs. Their collective activities in a lovely village setting connect children to the natural world. They are used to neighbourhood residents working together. But not everyone recognizes the halal way of life as being closely tied to the guiding principles of daily life. When focusing on the results of incorporating a halal lifestyle into their everyday practice, this statement can be seen. It takes time and repetition to develop a wise halal lifestyle or awareness.

3.3. Halal Lifestyle for Disaster Management

The halal lifestyle holds the potential to serve as a strong foundation for developing a holistic and sustainable approach to disaster management [30]. In this endeavour, an integrated legal framework would play a pivotal role in articulating the roles and responsibilities of each stakeholder in disaster management. By avoiding duplication of efforts, resource consolidation can be achieved more efficiently, while coherent measures can be formulated to enhance coordination among these stakeholders. This ensures that disaster responses are not only effective but also responsive to the halal values that are integral to the community’s way of life.

In relation to this, it's important to acknowledge that disasters have the potential to disrupt sensitive sectors such as tourism [31]. Therefore, incorporating principles of sustainability and the halal lifestyle into disaster management can help mitigate negative impacts on this sector. For instance, post-disaster recovery strategies should consider sustainability aspects, such as environmental preservation and the development of local economies in line with halal principles.

Moreover, the complexity of the relationship between disaster impacts and economic actors in the halal food sector highlights the importance of understanding potential domino effects [32]. The supply chain in this sector can be disrupted both in disaster-affected and unaffected areas. Consequently, a disaster management approach reflective of the halal lifestyle should encompass economic recovery measures that uphold principles of sustainability and halal business ethics.

It's crucial to remember that in building disaster management that integrates the halal lifestyle, the ultimate goal is not only to restore infrastructure and economies but also to mend a sustainable relationship between humans and their environment. This implies that post-disaster reconstruction should focus on ethical values, justice, and social responsibility, which are at the core of the halal lifestyle.

The results indicate that the neighbourhood already possesses halal knowledge base. Halal living as a priority can help prevent disasters, although this knowledge is still relatively new. Knowledge that relates to their way of life and habit of emphasizing halal standards when disasters are expected. The results demonstrate that while halal lifestyle is considered in the input system for disaster mitigation activities, it still takes time to develop "attachment" at the level of communal habit.

4. CONCLUSION

The conclusions of these studies constitute an important factor in disaster mitigation since a halal lifestyle is directly tied to the attitudes and practices of putting a halal value system into practice. The exploration's findings support the aim of this article by demonstrating how halal knowledge has permeated the communities that were looked at. The practice of residing in a village community has a strong attachment in the area of relationships based on mutual assistance. This value contributes to disaster mitigation efforts, demonstrating how helping one another is part of their core beliefs. Developing a halal lifestyle as a smart halal practice still involves consistent habit-forming activities.

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